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Promoting healthy eating
to school-aged children
and youth

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***PROMOTING HEALTHY EATING TO
SCHOOL-AGED CHILDREN AND YOUTH***

**Examples of Innovative Strategies
Across Canada, 1995**

Our mission is to help the people of Canada
maintain and improve their health.

Health Canada

Published by authority of the Minister of
National Health and Welfare

Également disponible en français sous le titre : *Promouvoir une saine alimentation auprès des enfants
d'âge scolaire et des jeunes : Exemples de stratégies novatrices au Canada, 1995*


Copies of the report can be obtained from:
Nutrition Programs Unit
Health Canada
Postal Locator: 1906C
Ottawa, Ontario
K1A 0K9

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Cat. H39-345/1-1995E
ISBN 0-662-24064-2

Preface

This report was commissioned by the Nutrition Programs Unit, Health Canada to promote the sharing of information about innovative healthy eating strategies focusing on children and youth, and to stimulate further development of strategies and actions. The report was prepared by Doris Gillis, Nutrition Consultant.

The opinions expressed in this publication are those of the author and contributors and do not necessarily reflect the official views of Health Canada.



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Introduction

Innovative and exciting initiatives to promote healthy eating to Canadian children and youth are happening across the country! This report summarizes a number of healthy eating strategies focusing on school-aged children and youth. It has been compiled in an effort to share these happenings with others, and to stimulate further development of strategies and actions.

This summary is not intended to be a complete inventory but rather a highlight of some of the innovative initiatives recently undertaken by educators and communicators involved in nutrition promotion programs targeting school-aged children and youth. Information about initiatives was not collected through a systematic survey, but rather by contacting key informants from a range of government and non-government sectors. These individuals willingly shared information about their projects and suggested other people to contact who were involved in similar programs.

Information on each project is organized under the following headings:

- Name of Project
- Population of Interest
- Aim of Initiative
- Notable Features
- Availability of Resources
- Evaluation
- Partners
- Contact for More Information

Projects are listed under the following headings:

- Learning about Food and Making Food Choices
- Involving Children and Youth
- Reaching Vulnerable Children
- Involving Parents
- Partners from Industry and Voluntary Organizations
- Reaching Impressionable Pre-teens
- Focus on Teens
- Using the Media/Television

Categories are not mutually exclusive as several of the projects could easily be classified under more than one of the above headings.

The information within this report is not meant to be a critical review, but rather a presentation of key information describing each initiative. It is anticipated that those readers wishing more detailed information will contact the individual or agency listed for each project.

LEARNING ABOUT FOOD AND MAKING FOOD CHOICES

Exploring Food in Your Community:
**A Pilot Project about Meal Planning, Shopping,
Safe Food Handling and Cooking with Grade Five Students**

Population of Interest: Grade five students at Dr. J. Edgar Davey School.

Aim of Initiative: To build skills in the areas of meal planning, food shopping, and preparation of safe and nutritious meals. These skills can help students gain a sense of self-reliance that can serve them well throughout life.

Notable Features: This project was developed through the collaboration of students, parents, school staff with a team of public health staff including a nutritionist, inspector and nurse. The resource offers a number of activities for learning within and outside the classroom.

Availability of Resources: This resource is available to schools in Hamilton-Wentworth and may be reproduced provided the source is acknowledged.

Evaluation: None reported.

Partners: Produced by the Regional Municipality of Hamilton-Wentworth, Department of Public Health Services, and developed through the participation of students, staff and parents from Dr. J. Edgar Davey School.

For more information, contact:

Anne Louise Heron, Public Health Nutritionist
Regional Municipality of Hamilton-Wentworth
Department of Public Health Services
P.O. Box 897
Hamilton, Ontario L8N 3P6
Tel: 905 546-3520 Fax: 905 528-2205

LEARNING ABOUT FOOD AND MAKING FOOD CHOICES

Kids' Cooking Club

Population of Interest: Grade six school children in the inner-city Winnipeg neighbourhood of Central Park.

Aim of Initiative: To provide opportunities for children to have fun while deciding what to prepare, tasting new foods, learning new food preparation and cooking skills, as well as acquiring more information about nutrition and health.

Notable Features: The first *Kids' Cooking Club* began in the fall of 1993. Nine children attended a two-hour session held after school once a week throughout October and November. During each subsequent year, ten children have participated. At the first session, ground rules are set, safety is discussed, and children complete a needs assessment to determine what foods they want to learn to prepare. Most of their choices are nutritious and reflect their ethnic diversity. At each session, children in small groups prepare the foods, participate in a fun nutrition activity, then sit around the table together to enjoy their meal.

Availability of Resources: Not applicable.

Evaluation: None reported. However there continues to be a waiting list of children wishing to attend. Media coverage has created interest in setting up similar programs in other Winnipeg neighbourhoods.

Partners: This is a joint program funded by Knox United Church, involving children from Sister MacNamara School, and facilitated by the nutritionist and the public health nurse from the City of Winnipeg Health Department with assistance from the outreach worker of Knox United Church along with church and community volunteers.

For more information, contact:

Ellen Vogel, Coordinator of Nutrition Services
City of Winnipeg Community Services Department
280 William Ave
Winnipeg, Manitoba R3B 0R1
Tel: 204 986-5636 Fax: 204 947-3957

LEARNING ABOUT FOOD AND MAKING FOOD CHOICES

Create Your Own Food Guide

Population of Interest: Children in elementary schools throughout Nova Scotia.

Aim of Initiative: To involve children in designing their own food guide by illustrating through drawing or cut-out pictures their favourite foods in each food group.

Notable Features: Children have an opportunity to develop their understanding of Canada's Food Guide to Healthy Eating starting with their personal food preferences. The **Create Your Own Food Guide** form is easily reproducible.

Availability of Resources: Forms were distributed to teachers by health units throughout the province for use in the classroom.

Evaluation: None reported.

Partners: Nova Scotia Department of Health.

For more information, contact:

Elizabeth Shears, Nutrition Services
Nova Scotia Department of Health
P.O. Box 488
Halifax, Nova Scotia B3J 2R8
Tel: 902 424-4393 Fax: 902 424-0558

LEARNING ABOUT FOOD AND MAKING FOOD CHOICES

Dene Kede **Education: A Dene Perspective**

Population of Interest: Dene children living in Dene communities in the Northwest Territories.

Aim of Initiative: To enable Dene children to understand their identity as individuals and members of their Dene community, the interdependence of nature and their responsibility to conserve and protect nature.

Notable Features: This curriculum was developed by involving elders and community people in five Dene regions, and by building consensus on what was the Dene perspective to be shared with the Dene children. It integrates key learning activities with cultural experiences in all subject areas on a school-wide basis. Thematic units include spirituality, the land and sky, animals and people with native foods and food traditions being an integral aspect of life.

Availability of Resources: This document is available to teachers of children throughout the five Dene regions.

Evaluation: None reported.

Partners: Northwest Territories Education, Culture and Employment with partial funding from the Secretary of State Canada.

For more information, contact:

Fibbie Tatti, Coordinator Dene Language Program
Education, Culture and Employment
Government of North West Territories
P.O. Box 1320
Yellowknife, Northwest Territories X1A 2L9
Tel: 403 920-3481 Fax: 403 873-0109

LEARNING ABOUT FOOD AND MAKING FOOD CHOICES

Inuuqatigiit The Curriculum from the Inuit Perspective

Population of Interest: Inuit children and youth from kindergarten to grade 12.

Aim of Initiative: To develop a community based curriculum for Inuit children and youth from kindergarten to grade 12 that reflects the Inuit perspective.

Notable Features: *Inuuqatigiit* is the first curriculum that reflects the Inuit perspective. It builds upon a model called the Inuuqatigiit Learning Framework which integrates the family, the community and the self. This framework highlights sharing knowledge, continuous learning and contributing to the community. The introduction addresses Inuit beliefs including beliefs about the Inuit culture, children, parenting, how Inuit were educated in the past, and what is learning and effective schooling for Inuit children and youth.

Availability of Resources: This curriculum will be available for implementation throughout Inuuqatigiit school communities in the fall of 1995.

Evaluation: The curriculum was piloted in Beaufort-Delta, Kitikmeot, Keewatin and Baffin during the 1994-95 school year and sent out for board review prior to finalizing.

Partners: Northwest Territories Education, Culture and Employment. *Inuuqatigiit* was developed by Inuit from the Baffin, Keewatin, Kitikmeot and Beaufort-Delta regions through the Inuit Subject Advisory Committee.

For more information, contact:

Liz Rose, Inuktitut Curriculum Coordinator
Education, Culture and Employment
Government of Northwest Territories
P.O. Box 1320
Yellowknife, Northwest Territories X1A 2L9
Tel: 403 920-3415 Fax: 403 873-0109

LEARNING ABOUT FOOD AND MAKING FOOD CHOICES

The Food Dudes Surrey School Meal Education Program

Population of Interest: Grade three elementary school children with suggestions given for adapting activities to younger grades.

Aim of Initiative: 1) To teach children about food and nutrition thereby encouraging them to eat their lunches and try new foods; 2) to increase children's knowledge and awareness of nutrition and to promote healthy food choices; 3) to enhance parental/ caregiver involvement in food and nutrition activities, both at home and school; and 4) to provide a resource for teachers which will complement the School Meal Program, and can be integrated into existing school curricula.

Notable Features: A contest among students was held to create a mascot. *The Food Dudes* was the winning entry. The students' favourite part of the program is a weekly "tasting party" which provides them with an opportunity to try foods from other countries. The program was designed to integrate activities into existing curriculum in the areas of language arts, math, science and art. Various activities include take-home components.

Availability of Resources: The program is available to all schools involved in the School Meal Program within the Boundary region.

Evaluation: There is an evaluation form included in the kit for general comments as well as a form at the end of each section for more specific feedback.

Partners: Boundary Health Unit and Surrey School District

For more information, contact:

Barbara Seed, Community Nutritionist
Boundary Health Unit
13674 Grosvenor Road
Surrey, BC V3R 5E2
Tel: 604 951-1200 Fax: 604 589-1425

LEARNING ABOUT FOOD AND MAKING FOOD CHOICES

School Streethearts A Dramatic Approach to Healthy Eating

Population of Interest: A resource written for teachers of children in early and mid - intermediate school years (grades 4 to 7).

Aim of Initiative: To use drama to promote heart health in school. It focuses on active living, being smoke-free, and healthy eating.

Notable Features: Through dramatic activities using key characters, students explore their beliefs, practice making decisions about lifestyle choices, and discover the societal factors that influence their beliefs, decisions and behaviours. The program encourages children to build positive self-esteem and to enjoy time with family and friends.

Availability of Resources: This resource will be distributed in the fall of 1995 to schools within the Boundary Health area and to four demonstration sites throughout the province.

Evaluation: Wider use of the resource will be evaluated. Final revisions will be made in 1996 followed by printing and broader provincial distribution.

Partners: Boundary Health Unit with funding from the Province of British Columbia Ministry of Health and Ministry Responsible for Seniors, and Curriculum and Instructional Branch of the Surrey School District who participated in development and piloting.

For more information, contact:

Sonya Kupka, Community Nutritionist
Boundary Health Unit, BC Ministry of Health
1185 Centre Street
White Rock, BC V4B 3C8
Tel: 604 531-5508 Fax: 604 531-8020

INVOLVING CHILDREN AND YOUTH

The Simcoe County Health Challenge

Population of Interest: Elementary and high school students in Simcoe County.

Aim of Initiative: To get students thinking about and acting on issues important to them. Students are challenged 1) to identify health issues of importance to them, and 2) to organize a project that addresses the issue(s). The *Simcoe County Health Challenge* was developed as a strategy to enhance students' self-esteem.

Notable Features: Students, teachers and school staff, and public health nurses collaborate in planning projects. Many schools have developed nutrition projects such as organizing milk and breakfast programs, providing a healthy food concession booth at school events, and changing pop to juice machines with help from the Parents' Association. The *Health Challenge* recognizes the efforts and achievements of the students and schools, and enables the sharing of ideas with schools in the county.

Availability of Resources: Student and teacher resources are available free to schools throughout the county and on a cost recovery basis to those outside the county. The materials may not be copied or reproduced without first obtaining written permission from the Simcoe County Board of Education, the Simcoe County Roman Catholic Separate School Boards, or the Simcoe County District Health Unit.

Evaluation: An evaluation report entitled *Students' Perceptions of their Participation in the Health Challenge* was published in May 1994. The 30 page report outlines the method used to gather and analyze the data, highlights student feedback, and examines the value of this health promotion approach with students. Findings indicated positive outcomes for students involved in this project.

Partners: Simcoe County Roman Catholic Separate School Board, Simcoe County Board of Education, Canadian Mental Health Association and the Simcoe County District Health Unit with materials funding through the Ontario Ministry of Health - Health Promotion Branch and Employment and Immigration Canada.

For more information, contact:

Joyce Fox, Assistant Director, Public Health Nursing
Simcoe County District Health Unit
15 Sperling Drive, Barrie, Ontario L4M 6K9
Tel: 705 721-7330 Fax: 705 721-1495

INVOLVING CHILDREN AND YOUTH

School Nutrition Incentive Program (SNIP) Encouraging Positive Nutrition Practices in the School Community, 1994-1995

Population of Interest: Students from grades one to 12 in Calgary and Rocky View area schools.

Aim of Initiative: To encourage positive nutrition practices in the school community. Schools are invited to identify a nutrition issue(s) relevant to their school, and to plan and implement an initiative to address their issue(s).

Notable Features: *SNIP* organizers suggest collaborative ideas for enhancing curriculum, promoting a healthy environment, and integrating health and community services. *SNIP* success stories are documented and shared with other schools as an incentive for expanding participation. Participating schools receive free nutrition education resources and are eligible to win prizes.

Availability of Resources: Available to all schools from grades one to 12 in Calgary and Rocky View area (i.e. within the Calgary Regional Health Authority).

Evaluation: None reported.

Partners: Calgary Health Services, Calgary Board of Education, Calgary Catholic Board of Education, Rocky View School Division, Dairy Nutrition Council of Alberta, and Boys and Girls Club of Calgary.

For more information, contact:

Louise Sequin, Calgary Health Services, Nutrition Program
P.O. Box 4016, Station "C", 320 - 17th Avenue S.W.,
Calgary, Alberta T2T 5T1
Tel: 403 228-7420 Fax: 403 229-1130

INVOLVING CHILDREN AND YOUTH

Comprehensive School Heart Health Project Alberta Heart Health Project

Population of Interest: Two target school communities: St. Michael Elementary Junior High and St. Margaret Elementary Junior High in Calgary.

Aim of Initiative: To provide a comprehensive approach to school heart health by 1) enhancing school heart health education, 2) initiating policies to support a heart healthy school environment, and 3) integrating school and community heart health promotion efforts for students, teachers, non-teaching school staff, parents and the community at large.

Notable Features: The project focuses on nutrition, tobacco use, physical activity and self-esteem, and stimulates students, staff and parents to organize heart health activities. This is a four year project running from August 1993 to 1997. It is under the direction of a steering committee including major partners and school administrators with school staff, students, parents, public health staff, volunteers and community groups developing action plans and delivering programs.

Availability of Resources: Currently within pilot schools and through community agencies.

Evaluation: Project evaluation includes both process (systems, structures, and strategies) and outcome (changes in knowledge, attitude and behaviours) evaluation. The results will provide information to the provincial and federal Heart Health database.

Partners: Calgary Catholic Board of Education, Calgary Health Services with various community agencies, business, groups, volunteers, and families, and with funding from Alberta Health and Health Canada (part of the Canadian Heart Health Initiative).

For more information, contact:

Wanda Lowe-Wickens, Project Facilitator
Calgary Health Services
320 - 17th Avenue S.W., P.O. Box 4016, Station C
Calgary, Alberta T2T 5T1
Tel: 403 228-7420 Fax: 403 229-1130

REACHING VULNERABLE CHILDREN

Hamilton-Wentworth School Child Nourishment Task Force

Population of Interest: All children in elementary and secondary schools in the Hamilton-Wentworth Region.

Aim of Initiative: To address the need for and the availability of nourishment programs for school children, to identify basic components of effective programs, to promote development and implementation of school food and nutrition policies, and to promote the development of partnerships to support programs.

Notable Features: Over 2200 people had input into the task force report through completing questionnaires, or participating in focus groups or a public forum. Some school boards in the region have implemented existing and/or developed new school food policies as a result of participating in the Task Force.

Availability of Resources: Resources which emerged out of the Task Force include the *Final Report of the School Child Nourishment Task Force and Appendices*, September 16th, 1994 available from the Regional Municipality of Hamilton-Wentworth, Health and Social Services Committee, P.O. Box 910, Hamilton, Ontario L8N 2V9. Other resources including *School Child Nourishment Program Guiding Principles; Guidelines for School Nourishment Program Setup; Nourishment Program Checklist: How Does your Program Measure Up?*; and *Nourishing School Students: Things to Think About for Your Program* are available from the Public Health Nutritionist (address below).

Evaluation: No evaluation of the Task Force itself reported.

Partners: The Hamilton-Wentworth Regional Council established the *School Child Nourishment Task Force* in September 1992 on the recommendation of the Regional Health and Social Services Committee. It involved parents, schools, and many sectors of the community.

For more information, contact:

Anne-Louise-Heron, Public Health Nutritionist
Regional Municipality of Hamilton-Wentworth
P.O. Box 897, Hamilton, Ontario L8N 3P6
Tel: 905 546-3520 Fax: 905 528-2205

REACHING VULNERABLE CHILDREN

Newfoundland and Labrador's School Milk Program

Population of Interest: All children in schools throughout Newfoundland and Labrador.

Aim of Initiative: To increase consumption of milk by school aged children throughout Newfoundland and Labrador. (Studies indicated that provincial milk consumption was just half the national average and that students had the lowest rate of milk consumption in the country.) Objectives included increasing availability and affordability of milk throughout schools; educating students, teachers, parents and the general public about the nutritional value of milk; and developing and implementing interesting and educational campaigns to promote milk consumption in all schools.

Notable Features: Challenges included increasing refrigeration and servicing small volume schools in remote locations. To make milk truly affordable required a 50% reduction in the wholesale price. Financial support was primarily provided by the Dairy Farmers of Newfoundland and two processors, the government of Newfoundland and Labrador, and some private companies. Promotional incentives, educational materials, posters and a video are available to schools.

Availability of Resources: To all schools in Newfoundland and Labrador.

Evaluation: Milk consumption data are available. The amount of milk consumed in schools has increased from 90,000 litres in 1990-91 to over 1 million litres in 1994-95. In 1994-95, 85% of all provincial schools and 95% of all students were participating in the program.

Partners: Members of the Board of Directors include representatives from the Dairy Farmers, the Milk Processors, the Consumer's Association of Canada (Newfoundland Branch), and the Government of Newfoundland and Labrador, and the Newfoundland School Trustees Association.

For more information, contact:

David Head, Executive Director
Newfoundland and Labrador School Milk Foundation
655 Topsail Road
St. John's, Newfoundland A1E 2E3
Tel: 709 364-2776 Fax: 709 364-8364

REACHING VULNERABLE CHILDREN

Better Beginnings, Better Futures

Population of Interest: Children in 12 low-income communities in Ontario including five First Nations communities.

Aim of Initiative: To prevent serious social, emotional, behavioral, physical, and cognitive problems in children; and to promote optimal health in children and community development.

Notable Features: Communities are involved in assessing their needs and determining strategies to address local issues. The nutritional health of children in low income communities is one of the key components of many of the *Better Beginnings, Better Futures* community-based programs. Dietary intake and anthropometric assessment of children seven to nine years and four years has been gathered and used in local decision making. A number of school-based snacks, breakfast and after-school programs have been introduced.

Availability of Resources: Reports and resources from primary prevention programs in the selected communities are not yet available.

Evaluation: A Multi-disciplinary Research Coordination Unit has been established to evaluate the effectiveness of these programs in the participating communities. Analysis of baseline data has been given to communities to help them in program development. Qualitative data from the first year of the program has been collected. Quantitative data will be collected annually to assess the impact of the program over a four-year program.

Partners: Funding for *Better Beginnings, Better Futures* is provided by the Ontario Ministries of Community and Social Services, Health, and Education.

For more information, contact:

Susan Evers, Department of Family Studies,
University of Guelph
Guelph, Ontario N1G 2W1
Tel: 519 824-4120 Fax: 519 766-0691

REACHING VULNERABLE CHILDREN

Breakfast for Learning Canadian Living Foundation

Population of Interest: Canadian children who may be coming to school hungry for a variety of economic and social reasons.

Aim of Initiative: To ensure that no child in Canada goes to school hungry and, in doing so, to help break the chain of poverty.

Notable Features: The Canadian Living Foundation is the only national nonprofit organization supporting breakfast programs to relieve child hunger in Canada. The Foundation provides seed money and information to schools and communities to help them set up nutrition programs. A *Breakfast for Learning* program kit is available which offers guidelines on organizing, fund-raising, food safety and handling, and nutrition, with healthy menus and recipes appropriate to the taste of children. More than 1000 groups across Canada have participated. The breakfast programs not only provide children with nourishing food; they also help them learn about healthy eating, buying and preparing food, developing social skills and cultural sensitivity. Parental participation is encouraged.

Availability of Resources: The kit is available to school and community groups wishing to set up a program. Nutrition education posters and games are available for use in programs.

Evaluation: Evaluation is ongoing. Program participants submit evaluations of their community's activity.

Partners: The Canadian Living Foundation with the support of a number of companies in partnership with local community groups.

For more information, contact:

Martha O'Connor, Breakfast for Learning
Canadian Living Foundation
25 Sheppard Ave West, Suite 100
North-York, Ontario M2N 6S7
Tel: 416 733-7600 Fax: 416 733-3398

INVOLVING PARENTS

Bedford-Waverley Healthy Foods in School Committee

Population of Interest: Elementary school children.

Aim of Initiative: To promote and improve healthy food choices for elementary school children.

Notable Features: Success of the Bedford-Waverley Healthy Foods in School Committee has been linked to the broad collaboration with partners bringing different perspectives, and to the emphasis put on group process. Another factor has been the focus on food issues -- not nutrition issues. Rather than criticizing current practices, the Committee provides suggestions for change, and information and support systems to facilitate this change. This Committee has had influence on the food policies and practices within local schools and is continuing to build partnerships in order to have a broader influence on food policy throughout the Halifax County-Bedford District School Board.

Availability of Resources: The Committee published a booklet entitled *Bright Ideas for Healthy Foods at School* which provides suggestions and ideas for packing safe, healthy and fun foods for school lunches. It is available for use within the school district.

Evaluation: The Committee monitors changes in food policies and practices in area schools and assesses factors which contribute to school food practices such as what is available in canteens and lunch and snack programs. Parents' feedback on the booklet revealed that it is viewed as a good fundraiser for individual schools.

Partners: The Bedford-Waverley Healthy Foods in School Committee is made up of parents, teachers, a school principal and a vice-principal, school trustee, public health inspector, dental hygienist, health educator and nutritionist.

For more information, contact:

Joy Gray, Waverley Memorial/ L.C. Skerry School
Waverley, Nova Scotia, B0N 2S0
Tel: 902 860-4150 Fax: 902 860-4154 or

Rose Couch, Nutritionist
Public Health Services, Central Region
1600 Bedford Highway, Bedford, Nova Scotia B4A 1E8
Tel: 902 424-8100 Fax: 902 424-0542

INVOLVING PARENTS

School and Community Action on Nutrition (SCAN)

Population of Interest: Students and parents at two Vancouver schools.

Aim of Initiative: To assist each school-community to improve its nutritional status in a way that avoids creating ongoing dependence on the project and influences school board and ministry policies with regard to nutrition for school children.

Notable Features: This program uses community development strategies and begins with the needs identified by parents and students. Parental involvement is a priority. A major barrier to immigrant parents' participation is their lack of a common language. Community resource people as well as parents themselves have provided translation. Developing school policy, providing after school programs, and enhancing nutrition education curriculum are some of the suggested strategies for promoting nutritional health.

Availability of Resources: This program emphasizes a community development process, not resource development and distribution.

Evaluation: None reported.

Partners: City of Vancouver Health Department - Burrard Unit, Vancouver School Board, and the University of British Columbia Institute of Health Promotion Research with funding through a grant from the British Columbia Health Research Foundation. Community coordinating teams include parents, school administration, community centre staff, teachers, and students.

For more information, contact:

Barbara Crocker, Community Nutritionist
City of Vancouver Health Department - Burrard Unit
1770 West 7th Ave, Vancouver, BC V6J 4Y6
Tel: 604 736-9844 Fax: 604 734-5918

PARTNERS FROM INDUSTRY AND VOLUNTARY ORGANIZATIONS

Bien Dejeuner, C'est Plein de Bon Sens!
A Good Breakfast Makes Good Sense

Population of Interest: Students in Quebec schools between six and 17 years, and their teachers, school administrators and public health professionals.

Aim of Initiative: To raise Quebecers' awareness of the benefits of a balanced breakfast that is fibre-rich and lower in fat, and to promote an information kit about breakfast to educators and health care professionals working in Quebec schools.

Notable Features: The 1994 fall campaign reached an unprecedented number -- 100,000 young people between six and 17 years in 250 English and French schools. Breakfast information kits were distributed to schools and health professionals; two commercials aimed at adults and another targeted to children were aired throughout Quebec's French language television networks; and flyers featuring a quiz, healthy breakfast ideas, and coupons for cereals were distributed to 500,000 households. This program demonstrated the simultaneous use of a range of communication channels reaching both direct and indirect targets.

Availability of Resources: Program materials were made available throughout Quebec schools during September - October, 1994 only.

Evaluation: An activities report entitled *Projet Quebec 1994* discusses the effectiveness of each program component in reaching target groups.

Partners: Kellogg Canada and Ministere de la Sante et des Services Sociaux du Quebec

For more information, contact:

Johanne Trudeau, Manager, Nutrition Communications,
Kellogg Canada Inc
6700 Finch Avenue West
Etobicoke, Ontario M9W 5P2
Tel: 416 675-5229 Fax: 416 675-5277

PARTNERS FROM INDUSTRY AND VOLUNTARY ORGANIZATIONS

Nutrition Posters Series

Population of Interest: Kindergarten to high school students.

Aim of Initiative: To illustrate Canada's Food Guide Healthy Eating in a series of posters which are age-appropriate and graphically appealing.

Notable Features: The series of four posters offer 1) fun ideas on snacking appropriate for kindergarten to grade 3, 2) box lunches appropriate for grades 4 to 6, 3) breakfast suggestions appropriate for junior high, and 4) eating out appropriate for senior high students.

Availability of Resources: One copy per class is available free from provincial egg boards. Posters are available in French and English.

Evaluation: None reported.

Partners: Canadian Egg Marketing Agency and provincial egg boards.

For more information, contact:

The Canadian Egg Marketing Agency
Suite 1900, Place de Ville
320 Queen Street
Ottawa, Ontario K1R 5A3
Tel: 613 238-2514 Fax: 613 238-1967

Nutrition Education Workshops

Population of Interest: Teachers of primary, intermediate and secondary students and health professionals working with these students.

Aim of Initiative: To promote optimal health in British Columbia students through innovative nutrition education programs.

Notable Features: Workshops for teachers include:

- *Foodstyles-K* helps kindergarten and grade one students build positive feelings about trying new foods.
- *Healthy Choices/Balanced Meals* teaches grade two and three students to classify foods into food groups and create balanced meals/snacks.
- *Passport to Healthy Living for Grades 4-7* integrates physical activity, nutrition, and environmental awareness, and challenges students to take responsibility for their own health.
- *FoodTrack* helps senior secondary students check their food choices according to Canada's Food Guide to Healthy Eating.
- *FoodTrack Computer*, a HyperCard program for Macintosh computers, helps students in grades 5 - 7 assess and improve their food choices.
- *Nutrition and ESL* presents ideas and materials to teachers in English as a second language programs, kindergarten to grade 7.
- *The Impact of Our Food Choices in a Changing World* explores the social and environmental implications of food choices and the issues around creating a sustainable food supply.

Availability of Resources: Resource materials are available to teachers and health professionals in British Columbia who attend nutrition education workshops.

Evaluation: Ongoing evaluation as part of resource and program development.

Partners: The dairy farmers and processors of British Columbia.

For more information, contact:

Sandra Ulmi, BC Dairy Foundation,
3236 Beta Ave, Burnaby, BC V5G 4K4.
Tel: 604 294-3775 Fax: 604 294-8199

Heart Smart All-Star Schools

Population of Interest: Elementary school aged children and key influencers (i.e. parents and teachers).

Aim of Initiative: To promote healthy lifestyle choices throughout the whole school environment by providing resource materials for all members of the school community.

Notable Features: Using the Comprehensive School Health approach, this program is based on the premise that instruction alone is not sufficient to affect behaviour change. *The Heart Smart All-Stars Schools* kit, in a binder format, offers practical suggestions for activities to reinforce classroom teaching, for heart healthy school parties and outings, and for fund-raising events. Camera ready masters for handouts to students and parents are included in the binder. There is also a section on teacher wellness. Each year, two more supplements are added to the resource kit. Schools participating in this program along with the Foundation's Jump for Rope program receive plaques to display.

Availability of Resources: It is free to all elementary schools in the province and is available through regional offices of the Heart and Stroke Foundation of Ontario. Copies are available in English and French.

Evaluation: None reported.

Partners: Heart and Stroke Foundation of Ontario.

For more information, contact:

Cindy Andrew, Manager, Children's Health Programs
Heart and Stroke Foundation of Ontario
477 Mt. Pleasant Road, 4th Floor
Toronto, Ontario M4S 2L9
Tel: 416 489-7111 ext. 310 Fax: 416 481-3439

The Fitzin Program

Population of Interest: Students in Manitoba high schools.

Aim of Initiative: To encourage schools to adopt nutrition policies in relation to their food services. The *Fitzin Program* is a nutrition intervention designed to promote an environment that enhances the selection of a variety of tasty, nutritious foods in school cafeterias and canteens. It helps cafeteria and canteen managers to 1) change the way they purchase, prepare and serve food, 2) lower the fat and increase the fibre content of foods, and 3) encourage students to purchase these foods more often.

Notable Features: The *Fitzin Program* is presently operating in 18 schools in Manitoba. Materials include a principal's guide, a teacher's guide, a food service operator's manual, and promotional materials. A two-hour in-service training program was held with food service operators and school staff during the 2 year pilot study. The final program is designed to be run by schools and involves teachers, students and food service operators with periodic contact with Foundation staff and volunteers.

Availability of Resources: The Foundation formed a partnership with the Manitoba Home Economics Teachers Association to deliver the program to schools province-wide. Program materials are available free of charge to schools with home economics teachers who are members of the Association. Prior to the partnership, materials were sold for \$50.00 per kit.

Evaluation: Materials were pilot-tested and evaluated. Pre- and post-pilot mail questionnaires were completed by foodservice operators. *The Fitzin Program (Phase II) Final Report* was prepared by the Sub-Committee. Principals, home economics teachers and student council presidents from project sites are periodically surveyed to help monitor what foods are being served in school cafeterias and canteens.

Partners: The program was developed by the School Foodservices Sub-Committee of the Heart and Stroke Foundation of Manitoba.

For more information, contact:

Tina Wiebe, Public Education Coordinator
Heart and Stroke Foundation of Manitoba
301 Canada Building, 352 Donald Street, Winnipeg, Manitoba R3B 2H8
Tel: 204 949-2000 Fax: 204 957-1365

Healthy Eating for a Healthy Me Artwork Display

Population of Interest: Students in inner-city elementary schools in Winnipeg.

Aim of Initiative: To raise public awareness about the role of healthy eating in helping children reach their full potential.

Notable Features: To celebrate the 1994 Nutrition Month theme of *Nourishing Our Children's Future*, Winnipeg children completed paintings, murals and sculptures representing their view of healthy food choices. About 90 children from five schools were honoured at the opening ceremonies of Nutrition Month held at the Winnipeg City Hall. The mayor presented a framed certificate of participation to school representatives from each school with the event receiving plenty of local media coverage.

Availability of Resources: Not applicable.

Evaluation: None reported.

Partners: Local dietitians in collaboration with teachers working in the Winnipeg School District # 1, the City of Winnipeg Health Department, with the sponsorship of the Manitoba Milk Producers Marketing Board and the Manitoba Association of Registered Dietitians.

For more information, contact:

Ellen Vogel, Coordinator of Nutrition Services
City of Winnipeg Community Services Department
280 William Ave
Winnipeg, Manitoba R3B 0R1
Tel: 204 986-5636 Fax: 204 947-3957

REACHING IMPRESSIONABLE PRE-TEENS

Girls in the 90's

Population of Interest: Pre-teen girls.

Aim of Initiative: This eating disorder prevention program was designed "to help girls safely navigate the rocky road through adolescence and avoid the pitfalls such as eating disorders and the preoccupation with food and weight".

Notable Features: The *Girls in the 90's Facilitator's Manual* is written for women with varied personal experience and professional orientations who are interested in using small group discussion techniques to help pre-teen girls address issues of concern to them. This manual gives background information on gender socialization and development, the challenges of adolescence, and a section on eating disorders and the preoccupation with food and weight. Information on setting up a *Girls in the 90's* group is outlined with ideas for small group discussion and activities. Resources such as visual aids and handouts, and lists of references and where to go for more help are also included.

Availability of Resources: The facilitator's manual is available from Salal Books (see address below) for \$35.00 including postage, handling and taxes.

Evaluation: None reported.

Partners: Teacher and therapist Sandy Friedman developed this program with the Boundary Health Unit, Delta Youth Services and the City of Vancouver Health Department.

For more information, contact:

Sandra Friedman, Salal Communications Ltd
101 - 1184 Denman Street, Box 309
Vancouver, BC V6G 2M9
Tel: 604 689-8399 Fax: 604 688-5659

REACHING IMPRESSIONABLE PRE-TEENS

Getting There is Half the Fun!
**An Active Learning Program on Positive Self-Image,
Healthy Eating and Active Living for Preteens (Grade 6)**

Population of Interest: Pre-teens aged 10 to 12 years in grade six.

Aim of Initiative: The resource was designed to help emerging adolescents and their families and peers understand how positive self-image, healthy eating and active living affect their health, happiness and energy levels in the transition years. It is intended to complement and supplement the existing health curricula for grade six at the teacher's discretion, and to encourage families, schools and the community to work together in creating supportive, positive environments for children.

Notable Features: This resource was based on extensive focus group research to identify children's concepts of health, healthy eating and activity, and their insights into self-esteem issues. It was developed in consultation with grade six teachers and students. It builds upon the Health Canada's *Vitality* message which integrates building positive self and body image with enjoying health eating and active living.

Availability of Resources: Distribution is not finalized yet.

Evaluation: Formative evaluation throughout the development of this program, and pilot testing in both a rural and urban community.

Partners: Department of Public Health Services, Regional Municipality of Hamilton-Wentworth, and funded by the Public Health Branch, Ontario Ministry of Health as part of the Model Program Initiative developed by Health Lifestyles Unit of the Public Health Branch.

For more information, contact:

Lynn Garrison, Public Health Nutritionist
Regional Municipality of Hamilton-Wentworth
Department of Public Health Services
P.O. Box 897, Hamilton, Ontario L8N 3P6
Tel: 905 546-3630 Fax: 905 528-2205

FOCUS ON TEENS

There's Only One You
**Tobacco Awareness, Body Image, Healthy Eating and
Healthy Lifestyle Resource Manual for Grades 7-12**

Population of Interest: Educators of youth in grades seven to twelve.

Aim of Initiative: To enable educators teaching adolescents to incorporate tobacco awareness, body image, healthy eating and healthy lifestyle topics into their general curriculum.

Notable Features: All topics can be integrated into the regular curriculum; for example, activities are suggested for history, chemistry, biology, English writing, drama or math as well as health classes. The manual was piloted by teachers as a part of the planning of their integrated curriculum.

Availability of Resources: This manual is available in both English and French to teachers and community leaders in the Municipality of Ottawa-Carleton.

Evaluation: Input from Anglophone and Francophone teachers and students was incorporated into the final version of the manual.

Partners: Child-Adolescent Directorate of the Ottawa-Carleton Health Department with funding from the federal Summer Employment Experience Development (SEED) program and the Ottawa-Carleton Health Department Teaching Health Unit

For more information, contact:

Renee C. Crompton, Nutritionist
Regional Municipality of Ottawa-Carleton Health Department,
495 Richmond Road, Ottawa, Ontario K2A 4A4
Tel: 613 724-4122 Fax: 613 724-4191

USING MEDIA/TELEVISION

Kidzone Episode entitled *Balancing Act*

Population of Interest: Young people aged eight to 13 years.

Aim of Initiative: To give children information and develop an understanding of issues relevant to them. Each drama validates children's feelings, supports and strengthens their problem-solving skills and helps them cope with the issues in their lives.

Notable Features: *Kidzone* is a multi-layered educational package including a television series, newspaper inserts, teacher's resources and online computer network for young people in BC schools. The television episode entitled *Balancing Act* addresses issues of self-esteem, body image, dieting and healthy eating. It won an AMTEC award for excellence in motivational programming and a Panasonic award for best overall quality also from AMTEC.

Availability of Resources: Teachers' kits including episodes of *Kidzone* are available on videocassette with accompanying lesson plans to resource centres and school boards across the country. The Open Learning Agency and the Ministry of Education have launched an online computer network in all British Columbia schools. Newspaper inserts are published weekly in the Vancouver Sun.

Evaluation: Viewer and reader responses are collected and influence program development. Yearly post-production focus-test research is conducted to evaluate the reactions of children in the target population age group. The results of this research provide guidance for future production.

Partners: Partners in producing *Balancing Act* included Open Learning Agency-Knowledge Network, the BC Ministry of Health and Ministry Responsible for Seniors - Community Division, the BC Dairy Foundation, the Dairy Bureau of Canada, and the Heart and Stroke Foundation of BC and Yukon.

For more information, contact:

Sharon Lipovsky, Open Learning Agency-Knowledge Network
4355 Mathissi Place
Burnaby, British Columbia V5G 4S8
Tel: 604 431-3325 Fax: 604 431-3388

Emerging Themes

These examples are a glimpse of efforts underway to promote healthy eating to school-aged children and youth in Canada. This is by no means a complete picture. Nevertheless, some connecting themes emerge from this collage of projects which may be helpful to educators and communicators in their future endeavours. Within this collection of initiatives, are strategies that

- make an effort to involve children, youth and their parents in identifying their needs and determining appropriate activities to address their concerns;
- recognize the significant role that parents play and the importance of finding ways to involve them in strategies to promote healthy food choices;
- address the barriers that parents, children and youth have to actively participating in programs, and attempt to overcome these barriers;
- recognize the needs of vulnerable children with many initiatives addressing these needs by providing nourishment programs and teaching food choice skills;
- recognize the food traditions and respect the cultural diversity of Canadian children and youth;
- look at healthy eating as part of the broader context of healthy living -- such as integrating healthy eating with building positive self-esteem, enjoying physical activity, not smoking, taking care of our physical environment, understanding and valuing one's cultural uniqueness, and spending time with family and friends;
- apply innovative methods to develop positive attitudes and personal skills important for lifelong healthy eating by capturing the interest of children and youth through hands-on activities, art, drama, and mass media campaigns;
- combine strategies to develop food choice skills and to create supportive environments through school food policy;
- recognize the achievements and talents of children and youth, and nurture their self-esteem;

- put priority on bringing parents, teachers, community leaders and professionals together to work on common issues, and recognize the importance and challenges of achieving an effective group decision-making process;
- mobilize the community's human and material resources to address local issues related to supporting and promoting the nutritional health of children and youth; and
- build upon multi-sectoral collaboration and coordination among various organizations within government and non-government (such as industry and voluntary organizations) sectors.

Conclusion

Important efforts are underway to promote healthy eating to Canadian children and youth. By sharing their experiences, educators and communicators can build on the successes of each other, discover expanding opportunities to collaborate, and continue to develop and implement innovative approaches that reach and involve children and youth in communities across the country.

